



### #5 Context effect

Content should be relevant to the context of the product. If it doesn't match, firstly we need to introduce the new context in the product, and only after that think about the content structure.

### #45 Stereotype, #98 Implicit stereotypes, #52 Out-group homogeneity

We should take a close look at stereotypes that apply to the type of our content. Beyond that, we also need to figure out the stereotypes our audience tends to have.

### #53 In-group favoritism

Content that the user can associate with himself by any parameter will always be more interesting for him (**#16 Self-reference effect**). Interest in the topic increases if the user sees a familiar object (**#4 Mere-exposure effect**).

### #7 Mood-congruent memory bias

Depending on the emotions experienced by the user, he will be interested in different content. Understanding this allows you to think about how to create a mechanism for analyzing user sentiment.

### #76 Illusion of control

We can make it so that users feel in control of the displayed content. The simplest way to do it is to show more buttons, clickable content labels like fashion, business, etc. The idea is to provide the user with the ability to control exclusively within the limits of what is beneficial to our business.

### #15 Von Restorff effect

Visually separating content types is another powerful way of controlling user attention.

### #61 The Magical Number 7+-2, #14 Picture superiority effect

We need to balance the cognitive load on the user. To do this, we need to find the optimal amount of simultaneously displayed content. We should note that this "optimal amount" can be different for different content types (image-text-video).

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In the context of this question, we should also consider that we should not show the user only content that is interesting to him. Users' attention and interests are dynamic. If we want to learn to work with attention in the long term, we should weaken the content with less interesting materials (**#20 Contrast effect**). Studying the dynamics of user interests is the key to keeping them on the project.